

Abstract of the Disclosure

After an FSP server device causes a DM mail server device to issue direct mail (DM), the FSP server device determines whether or not the DM was browsed. Based on the determined result, the FSP server device controls an assignment of a benefit (discounted price and sales promotion point) to purchase activities of commodities by customers who are DM recipients on the POS system. Thus, the FSP server device can accurately determine whether each customer opened the direct mail. Based on the determined result, the FSP server device can offer a special benefit to a customer and thereby fulfill the effects of the sales promotion.